



Emerging Leaders FAQs

What is Emerging Leaders ? SBA will offer the Emerging Leaders program to small business owners (participants) in St. Louis, Missouri. The initiative uses a copyrighted curriculum called the StreetWise Steps™ to Small Business Growth. The curriculum gives small business owners an opportunity to gain knowledge and experience through a combination of 1) executive education; 2) practical tips based on “real-life” business experience, and; 3) advice from business leaders that can be readily applied.

Is Emerging Leaders offered in all SBA district offices? Emerging Leaders is currently offered in 48 host locations including St. Louis, Missouri as listed on SBA’s webpage www.sba.gov/emergingleaders

What will the StreetWise Steps™ Curriculum cover? There are five modules that will be covered in class. Module 1: Business and Strategy Assessment. Module 2: Financials. Module 3: Marketing and Sales. Module 4: Resources- People, Accessing Capital and Government Contracting. Module 5: Putting it all together- Strategic Growth Plan Presentations.

Is there a cost? This FREE training program is offered by SBA at no costs to the participating small businesses.

What is the time commitment? The initiative will begin in mid-April 2015 and end in November 2015. Participants will commit to 40 hours of in-class time, divided over 13 in-person sessions. Sessions are typically held every other week. Participants will also spend at least 12 hours over the course of the curriculum in self-directed CEO mentoring groups. Participants should expect to spend 3-4 hours preparing for each session by completing out-of-class, practical session preparation. All instructional in-class sessions, CEO Mentoring Groups and session preparation are interconnected and of equal importance. In total, each participant can expect to commit approximately 100 hours to analyzing their business and planning for growth.

How many classes can participants miss and still graduate from the program? To graduate, participants cannot miss more than two classroom sessions.

What will the Small Business get out of Emerging Leaders? There are no guarantees, but the statistics of those businesses completing the curriculum speak for themselves.

Graduates from Emerging Leaders have:

- Created over 2,400 new full-time jobs
- Secured federal, state, local and tribal contracts awards over \$1 Billion
- Accessed over \$73 Million in new financing
- 95% were satisfied with the Emerging Leaders program.

What is the deadline for registering? Interested applicants should register online at <http://www.interise.org/sbaemergingleaders> no later than **March 20, 2015**. Applications will be reviewed for eligibility, SBA will schedule an interview, and finalists will be selected and notified by **March 30th**. Classes will begin in April 2015. The classroom venue for training will be held at Webster University, East Academic Building, 545 Garden Avenue, St. Louis, Missouri 63119.

Who should I contact with additional questions? Contact SBA as follows.
Emerging Leaders Project Manager: Angie Wells, 314-539-6613 or angela.wells@sba.gov.